

Alaska Airlines



It's About

The Alaska Airlines Customer Service Commitment

You.



Effective December 1999

At Alaska Airlines,

we take pride in the level of service we provide you, our valued customer. I am confident the service you receive from our employees will be



Edward W. White
Vice President
Customer Services

professional and caring. Why?

Because through the years we have won just about every award possible for our outstanding customer service.

Our employees know this business and they know how to excel. We also have a secret ingredient, one we call

"Alaska Spirit." It is what creates the pride, passion and perseverance that sets Alaska apart from our competition.

Yet we realize that we must continue to earn your confidence every day on every flight.

Inside this booklet you'll find how we intend to do that.

Thank you for flying our airline,

A stylized, handwritten signature in black ink. The signature is cursive and appears to read 'E. W. White'. It features a large, looping flourish at the end.

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It's About Providing the Lowest Fare

When your plans are specific

Alaska Airlines is committed to offering the lowest fare available for the date and flight you request when calling our reservations line or booking through our web site. In fact, we've programmed our computer system to automatically quote the lowest available fare for your specific itinerary. However, not every seat is sold for the same price so it helps to book early to better your chances of getting the lowest fare.

When your plans are flexible

If your travel dates are flexible, let us know. We'll help you shop for the lowest fare to your destination.

Generally, round trip fares, advance purchase fares with minimum stays, and off-peak travel (mid-week, late night, etc.) are less expensive but seats are limited.

For additional tips on how to get the lowest fare, call **1-800-ALASKAAIR** and choose option #7 or visit our web site at **www.alaskaair.com**.

Other places to shop

Alaska Airlines Web Specials: Special promotional fares, based on last minute seat availability, are offered weekly on our web site at **www.alaskaair.com**.

Alaska Airlines Vacations: Great vacation packages which include hotel, ground and air transportation are available by contacting our vacation staff at **1-800-468-2248**.

Alaska Airlines Group Sales: Discounts may apply when traveling in a large group (10 or more people). Call Group Sales at **1-800-445-4435** for details.

Travel agencies: We pay our travel agents a commission to assist you in meeting your air travel needs. This service includes finding the lowest fare available on our flights.

Tour operators: In some markets, blocks of seats are purchased enabling special fares for group events and vacation packages. See local advertisements and web sites for details.

It's About Your 24-Hour Guaranteed Fare

Helping you shop for the lowest fare

We realize you may need time before finalizing your travel plans, so whether you call us directly or visit our web site, Alaska Airlines will hold your air travel reservation and guarantee the quoted fare for a minimum of 24 hours. (Due to the promotional nature of Web Special fares, the 24 hour guarantee does not apply. See our web site at **www.alaskaair.com** for additional information.)

When shopping for the lowest fare, you are under no obligation to provide a credit card at the time you make your 24-hour booking. However, if you do not purchase your ticket within the 24-hour time frame, your reservation will automatically cancel from our system and a new fare may apply. And if you do purchase your ticket at the same time the reservation is made, and within 24 hours of that time find you must make a flight or date change, we will be happy to waive our service fee. Any difference in fare will still apply.

It's About Prompt Ticket Refunds

We refund promptly

While not every ticket is refundable, Alaska Airlines is committed to refunding all eligible tickets within seven business days for credit card purchases and 20 business days for cash purchases. We know a prompt refund is important to you.

Credit card refunds are made payable to the original purchaser and according to the original form of payment. If you purchased your Instant Travel electronic ticket by credit card directly from the Alaska Reservations department or on our web site, you will receive a letter from us when your eligible refund has been processed.

Options for unused non-refundable tickets

Although Alaska does not offer refunds on non-refundable tickets, the value of a completely unused ticket may be applied to future travel on Alaska Airlines up to one year from original departure date. For a partially used ticket, travel is limited to the original itinerary and remaining value is calculated against the flown portions of your trip.

This service is provided for a nominal fee per ticket, plus any fare increases that may apply. You may call Alaska Airlines Reservations at **1-800-ALASKAAIR** for more details.

Obtaining a refund

To request an electronic ticket (Instant Travel) refund, call **1-800-ALASKAAIR** and a reservations sales agent will assist you.

Traditional (paper) ticket refunds require that we have the actual ticket to assess eligibility. Tickets should be returned to the original place of purchase for a refund, i.e. your travel agency or any Alaska Airlines ticketing location.

You may be able to receive a refund on a lost ticket. An application may be obtained at any Alaska Airlines ticketing location or by calling/faxing the Refund department. Lost ticket applications must be filled out completely and signed by the passenger.

You can request a refund by sending your ticket to the following address for processing. Please be sure to include a mailing address.

**Alaska Airlines, Inc.
Attn: Refund—SEAAR
P.O. Box 68900
Seattle, WA 98168**

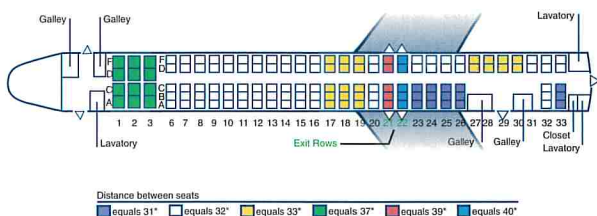
Contacting us

For inquiries on refunds call **206-431-3753**. Refund representatives are available to assist you Monday - Friday, 9:00 AM - 12:00 PM and 2:00 PM - 5:00 PM (PST). You may also fax inquiries to **206-433-3385**.

It's About Comfort

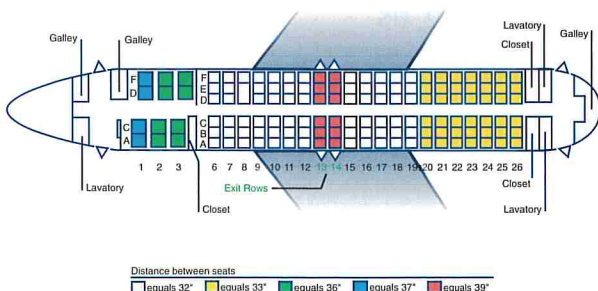
Our modern fleet

Alaska Airlines modern Boeing 737 and MD-80 jet fleet is the youngest of any major carrier in the nation with an average age of 7.7¹ years. We know that a roomy seat on a clean aircraft is important to you and that is why our seating configurations offer generous leg room and a comfortable seat pitch.



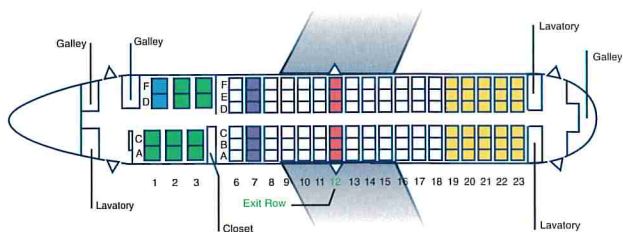
MD-80

In first class, the average distance between seats on the MD-80 is 37", and the width is 19.75". In the main cabin, seat pitch averages 32", while the width is 17.75".



737-400

In first class, the average distance between seats on the 737-400 is 36", and the width is 21". In the main cabin, seat pitch averages 32", while the width is 17".

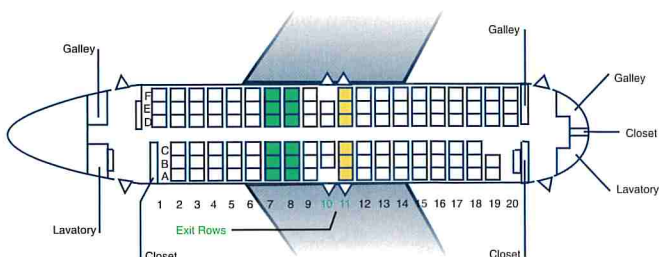


Distance between seats

■ equals 31" □ equals 32" ■ equals 33" ■ equals 36" ■ equals 37" ■ equals 40"

737-700

In first class, the average distance between seats on the 737-700 is 36", and the width is 21". In the main cabin, seat pitch averages 32", while the width is 17".



Distance between seats

□ equals 32" ■ equals 33" ■ equals 34"

737-200 Combi

The average distance between seats on this all coach 737-200 is 32", and the seat width is 17". When configured with cargo, seat width and pitch do not vary. The number of seats, however, range from 26 to 111.

¹ As of June 30, 1999

It's About Your Special Needs

Meeting special needs

Whatever your special needs, we want your trip to be smooth and comfortable. It is helpful for us to know if you require any special services surrounding your flight. You can let us know by calling **1-800-ALASKAAIR**. Representatives will also be happy to answer any questions you may have. We provide the following services for our customers with special needs.

Children traveling alone

When it comes to traveling alone, we're committed to your child's safety. Required signatures, contact information, weather forecasting, onboard briefings, and connection flight transfer all contribute to a safe flight.



Age and transfer requirements vary, so please call **1-800-ALASKAAIR** for more information. Ask for our Tips for Young Travelers brochure which is filled with helpful hints.

Accessibility to and from the aircraft

At all Alaska Airlines locations, we provide courtesy wheelchair services when requested to assist you to and from the aircraft. We can help you from the ticket counter to the aircraft with a standard width wheelchair and then down the narrow aisle with a specially designed aisle chair. For easy transfer into your seat, all aircraft are equipped with some swing-up arm rests. Once in flight, an onboard wheelchair is available to assist your movement through the cabin.

Mobility devices

When compact enough, mobility devices such as wheelchairs, canes, and walkers can be taken onboard the aircraft with you. If an item cannot be safely stowed in the cabin, it will be specially tagged, placed in the cargo compartment, and returned promptly at your next stop.

Often, electric wheelchairs cannot be secured in the cabin due to their size. When this occurs, wheelchairs are safely stowed in the cargo compartment during flight. Since batteries contain corrosive material, they often need to be removed and boxed for additional safety. Providing written assembly instructions and allowing extra time at the gate help us depart on time.

Pre-planned oxygen

For safety reasons, your personal oxygen is not approved for commercial air transport. However, you can purchase FAA certified oxygen for use during your flight by arranging for it at least 24 hours in advance of your trip. A current physician's prescription with prescribed oxygen flow rate (liters/min) is required for onboard usage. Call **1-800-ALASKAAIR** for reservations and additional information.

Stretchers

Due to our unique route system in the state of Alaska, remote communities rely on Alaska Airlines to provide emergency medical transport to larger cities such as Anchorage and Seattle. We work closely with the FAA to maintain this valuable certification, and from time to time you will see stretchers onboard Alaska jets throughout our system. This service is available to all customers with a doctor's request through our Reservations department at **1-800-ALASKAAIR**.

Service animals

Trained and qualified service animals traveling with their companions are welcome on board our flights. Unlike pets, there is no charge, and animals are not required to be in kennels because of the nature of their work and training.



It's About Your Choices During a Delay

Your safety first

We are proud of our safety record and the fact that we have the youngest fleet among major US carriers today. With that in mind, you can rest assured we don't take unnecessary risks when it comes to customer safety. Occasionally this means a delayed or canceled flight that prevents you from arriving at your destination as planned. Any time this occurs, we are prepared to do all possible to assist in making the best of a bad situation.

Commitment to timely information

Whether in the air or on the ground, Alaska Airlines is committed to providing the most up-to-the-minute and accurate information available during a delay, cancellation or flight diversion. We think this goes a long way in helping you make the best decisions regarding your travel.

Behind the scenes, our System Operation Control department will coordinate decisions designed to minimize your delay and get you to your destination as soon as possible.

Seeing it from your perspective

We are committed to keeping you in the loop by seeing the situation through your eyes. Delay lengths vary because each situation is unique so we commit to making frequent announcements that include the time you can expect the next update. And in all cases, we'll be available to address your specific needs.

Accommodating you on an alternate flight

Whenever possible, we'll rebook you on the next available flight to your destination, even if that flight is not on Alaska Airlines. Because getting you where you want to be is important to us, we will be happy to discuss all available options; including accommodations on another US carrier at no cost to you (some limitations apply).

When your plans call for travel on more than one airline

When planning your trip, it is wise to purchase all travel on the same ticket. If your flight is delayed or canceled, and all affected flight segments are included on one ticket, interline rules permit us to reroute you on other airlines. When you are traveling on more than one ticket, we will be happy to contact another airline on your behalf, but are unable to guarantee your onward travel.

Rearranging your travel plans

If a delay has inconvenienced your plans, we will gladly reschedule your flight for an alternate day or refund your ticket without penalty, if you choose not to travel.

It's About Caring For You During a Delay

Weather exceptions

When your flight delay or cancellation involves weather, air traffic control, or other circumstances beyond our control we will do all possible to reroute you. Amenities outlined below do not apply if the situation occurs in your departure city or at your final destination. It is always advisable to check weather conditions along your route so that you can plan accordingly.

Taking care of your needs

| Length of Delay | Upon Request | 1 to 2 hours | 2 to 4 hours | 4 to 8 hours | Overnight if 100 miles from home |
|--------------------------|--------------|--------------|--------------|--------------|----------------------------------|
| Rebook alternate flight | • | • | • | • | • |
| Complimentary phone call | | • | | | |
| AirCare Kit | | | • | | |
| Food service | | | | • | <i>As applicable</i> |
| Hotel | | | | | • |

Letting others know

Make a call on us. If we can't get you to your final destination within one hour of your original itinerary, upon request, we will assist you with a phone call. In many locations, we offer phone cards, while in others, we may invite you to use our company phones. See weather exceptions above.



AirCare Kit

We realize the inconvenience a delayed flight can cause you. If we can't get you to your final destination within two hours of your original itinerary, you'll receive an AirCare Kit. We've tailored our AirCare Kit to meet your immediate needs without you having to wait in a long line. Kits include a phone card, a \$5.00 snack certificate, and your choice of Mileage Plan credit or discount off future travel. See weather exceptions on previous page.



Food service during delays

Your AirCare Kit provides a snack certificate when your flight is delayed two hours. In the unlikely event your flight is further delayed, meal service will be provided every four hours thereafter. In some locations we provide gate meal service and in others, meal certificates for use at airport concessions. See weather exceptions on previous page.

| Time of Day | 5 am to 9 am | 9 am- to 11 am- | 11 am to 2 pm | 2 pm to 5 pm | 5 pm to 8 pm | 8 pm to 5am |
|-------------|--------------|-----------------|---------------|--------------|--------------|-------------|
| Snack | | \$5.00 | | \$5.00 | | \$5.00 |
| Breakfast | \$7.00 | | | | | |
| Lunch | | | \$7.00 | | | |
| Dinner | | | | | \$12.00 | |

Hotel accommodations

If your flight is delayed or canceled and the situation requires an overnight stay, we'll be happy to provide a hotel for the night if you are more than 100 miles away from home. Accommodations include single or family rooms, and round trip ground transportation to an airport area hotel. See weather exceptions on previous page.

It's About Your Comfort During an Extended Delay

Extended delays are rare

Getting you to your destination is our goal. We are committed to providing the best possible customer service during extreme and sometimes unforeseen weather and air traffic control delays. Delays on the ground with our passengers onboard are possible, although rare. As we continue to work with the FAA and other groups to find solutions for delays, Alaska Airlines is committed to the following measures to minimize your inconvenience.

Boarding windows

If we are aware of a departure delay exceeding 90 minutes, we will delay boarding as long as practical. Air Traffic Control hold times can change significantly and a window of opportunity may open. Sometimes it makes sense to board the aircraft even though the anticipated delay can be an hour or more to take advantage of an unexpected window.

Aircraft servicing

If your flight is held on the ground away from the terminal in excess of 90 minutes, aircraft servicing (lavatory service and/or catering services) will be arranged if recommended by your flight crew, and upon the approval of the local Air Traffic Control authorities.

Deplaning contingency

If an extreme situation arises and we are unable to get your aircraft to a gate within an hour of arrival, we will activate a local airport plan to deplane you. It is always our intent to deplane within an hour of the time the plan is activated and never more than two hours after your arrival.

Keeping you informed

In the event of an extended delay, we will make every effort to keep in touch with you about the status of your flight and our anticipated departure or arrival at the gate. We will give you updates onboard at least every 30 minutes or when something changes, whichever comes first.

It's About Your Overbooked Flight

Overbooked flight information

It's a simple concept. We overbook flights because people often book reservations without using them. If you are curious as to whether your flight has more reservations than number of seats onboard, just let us know. We will be happy to provide you current information on the status of your flight. Please keep in mind that the number of advance reservations can change so the information we provide you may look different on the day of departure.

Free travel offer for volunteers

Whenever a flight is overbooked and more passengers show up than we have seats, Alaska Airlines solicits volunteers to give up their seats in exchange for free round trip travel. The selection of volunteers is at the discretion of Alaska Airlines. Common considerations include: final destination, number of travelers, and connecting flight availability. If you volunteer, and your seat is not needed, we will try to retain your original seat, however this is not always possible. All volunteers will be accommodated on the next available flight to their destination at no additional charge.

Free Ticket Highlights

- ★ *Round-trip travel*
- ★ *Designate travel for you or someone else*
- ★ *May be used for up to one year*
- ★ *Reservations may be made up to 330 days in advance*
- ★ *Tickets can be upgraded to First Class for a small fee (subject to availability)*
- ★ *Seats are capacity controlled*
- ★ *Once issued, tickets are non-transferable*
- ★ *Tickets become valid for travel 72 hours after issuance*
- ★ *Valid for travel on Alaska Airlines and Horizon Air only*

Volunteer amenities

We appreciate it when you have flexibility in your schedule and are able to wait for a later flight. When you volunteer to give up your seat, we will gladly provide a phone card, meals and, if an overnight stay becomes necessary, hotel accommodations for that evening.

Involuntary denied boarding

Because we have invested in sophisticated computer systems to forecast our no-show factor, it is unlikely for customers to be denied boarding. In addition, we have established a popular volunteer program so it is highly unusual for someone to be denied boarding involuntarily.

Before anyone is denied boarding involuntarily, local and transit customers will be solicited to volunteer. In most cases, when a volunteer is not found, we will deny boarding to the last customer(s) to check in who does not hold a pre-reserved seat. Monetary compensation, as established for all U.S. airlines, is outlined below.

| Alternate Travel | Arrive within 1 hour of original flight | Arrive within 2 hours of original flight | Arrive more than 2 hours after original flight |
|---|---|--|--|
| No Compensation | • | | |
| 100% of destination coupon value maximum of \$200 | | • | |
| 200% of destination coupon value maximum of \$400 | | | • |

In lieu of the monetary compensation, eligible involuntarily denied customers will be offered the same compensation package offered to volunteers on their flight.

Qualifying for compensation

To qualify for compensation of any kind, you must be checked in and at your departure gate at least ten minutes prior to scheduled departure for domestic flights, and 30 minutes for international. This may mean arriving at the airport at least an hour before departure (90 minutes for international) to allow time for everyone on your flight to check in.

Customers who are unable to meet check-in time requirements are not eligible for denied boarding compensation but can stand by for later flights that same day at no charge.

It's About Reconfirming When Plans Change

Please let us know when your plans change

We understand situations may arise that interrupt your travel plans. Should this occur, call us so we can protect your reservation and reserved seats. If we don't hear from you prior to the departure of your confirmed flight, our computer automatically cancels your remaining itinerary segments. The logic is that if you didn't fly on one leg of your trip, you can't be in the departure city of your next leg.

It's About Returning Your Checked Luggage

Our apologies for your delayed bag

We understand the inconvenience delayed luggage causes and do our best to ensure your checked luggage arrives at your destination with you. In spite of our best efforts there are times we let you down. And when we do so, we try our best to make it up to you.

Promptly returning your bag

We know every minute counts when you are separated from your personal belongings. If your bag is delayed, we commit to doing everything possible to locate it, and return it to you as soon as possible. In most cases we can do this within just a few hours, but we will make every reasonable effort to return your bag within 24 hours.

We take proactive steps

When your bag arrives at the wrong destination, we use your identification tag to attempt to locate you. This allows us to get your bag on its way to you as soon as possible, in many cases even before you have an opportunity to file a baggage claim at your destination.

Taking care of your needs

| Wait Time | Waiting at airport | Up to 24 hours | Up to 72 hours | Over 72 hours |
|--------------|--------------------|----------------|----------------------|---------------|
| AirCare Kit | • | | | |
| Toiletry Kit | | as needed | as needed | as needed |
| Expenses | | \$25 | \$50/day (\$125 max) | varies |

Contacting us

The local baggage service office will contact you at least once a day for the first five days after you filed your claim. If not returned to you within five days, your claim will be sent to Central Baggage Service for further handling. They can be contacted at **1-206-431-7425** during business hours.

It's About Placing Value on Your Checked Luggage

Placing value on your luggage

As an Air Transport Association member, Alaska Airlines fully supports the recent Department of Transportation's proposed increase in domestic baggage liability limitation. As of October 1999, the maximum domestic liability remains \$1250 per person, but we anticipate an increase for you soon. For an update, please call **1-800-ALASKAAIR**.

Declaring additional value

If the value of your non-excluded checked items exceeds the standard liability, excess valuation can be declared and purchased at \$1.00 per every one hundred dollars of value to a maximum of \$5000.

Items excluded from compensation

There are many items which are not suitable as checked baggage. Such items are listed in the inside of your ticket envelope, on our web site, or over the



phone with our reservations sales agents. If your exempt items are too large to carry onboard, you may want to consider using Alaska Airlines Air Cargo service to transport them.

It's About Getting the Most Out of Your Miles

Great value

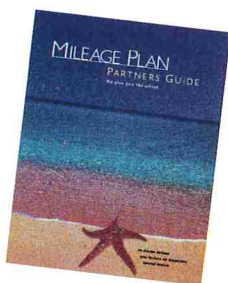
Alaska Airlines is committed to ensuring great value for Mileage Plan members. By being a member of our program, you'll enjoy miles that are easy to accumulate and never expire, versatile redemption options, and many travel destination options.

Keeping you informed

We like to make it easy for you to understand our unique program so we make several publications available to each Mileage Plan member. For a copy of any of these documents call our Mileage Plan office at **1-800-654-5669** during business hours.

Program Guidelines booklet—A comprehensive booklet covering program rules, regulations and redemption guidelines.

Mileage Plan Partners Guide—Published annually in our Alaska Airlines onboard magazine, this booklet contains partner profiles and guidelines to assist you in making choices for mileage accumulation and redemption from our partners.



Traveler newsletter—A look at what's new with the Mileage Plan, arrives quarterly with your mileage statement.

Mileage Plan Annual Report—Each winter edition of the Traveler newsletter will include a report to our members providing information on the number of awards distributed and seats offered for award travel.

Peak and Saver Awards

We feature a choice of two types of award tickets to satisfy your travel needs any time of year.

Saver Awards are exchanged for minimum miles. Seats are inventory controlled and may not be available. Some blackout dates apply.

For a few miles more, Peak Awards offer greater flexibility, allowing you to fly any time. There are no blackout dates or capacity controls on these seats. You can use these during holidays and other peak travel times.



It's About Our PartnerShips

Expanding our world for you

Alaska Airlines makes travel connections to cities beyond our route system by creating agreements with several other airlines which we call Alaska Airlines PartnerShips. This practice is known throughout the industry as codesharing and enables you to receive seamless through-reservation and check-in capabilities.

Recognizing a codeshare flight

The following chart provides a convenient guide for recognizing our partners in travel.

| Flight Number | Operating Airline |
|-------------------|---------------------------------|
| 1000 through 1999 | American Airlines |
| 2000 through 2999 | Horizon Air |
| 3000 through 3199 | Continental Airlines |
| 3200 through 3499 | American Eagle |
| 4200 through 4299 | PenAir |
| 4300 through 4499 | Reeve Aleutian Airways |
| 4500 through 4599 | Harbor Air |
| 4700 through 4799 | Trans States Airlines |
| 4800 through 4999 | Era Aviation |
| 5000 through 5999 | Northwest Airlines |
| 6500 through 6999 | Canadian Airlines International |

Codeshare itineraries

When your travel itinerary includes one of our partners, you will be advised of a codeshare segment prior to booking and ticketing.

When checking in with Alaska Airlines, you will receive seat assignments and connecting gate information for our codeshare partner.

In addition, tickets purchased from Alaska Airlines as of spring 2000, include an itinerary card and other codeshare disclosure information to assist you in your travel.

It's About Our Partners and You

Alaska Airlines PartnerShips— Commitment to Excellence

We work closely with all of our codeshare partners to make sure that they are living up to high standards and your expectations. Our partners are committed to offering you the best service. Should you have any questions specific to their service, we've provided contact information below.

Contacting our codeshare partners directly

American Airlines

P.O. Box 619616

Dallas/Ft. Worth Airport TX 75261-9616

Mail Drop 5635

Attention: Customer Relations

American Eagle

4333 Amon Carter Boulevard

Ft. Worth, TX 75261-9616

Canadian Airlines International

700 2nd Street SW

Calgary, Alberta T2P2W2

Canada

Continental Airlines

1600 Smith Street

Houston, TX 77002

Era Aviation

6160 Carl Brady Drive
Anchorage, AK 99502

Harbor Air

1302 26th Avenue NW
Gig Harbor, WA 98335

Horizon Air

19521 International Boulevard
Seattle, WA 98188
Attention: Consumer Services

Northwest Airlines

Dept. A1185
5101 Northwest Drive
St. Paul, MN 55111-3034

Peninsula Airways

6100 Boeing Avenue
Anchorage, AK 99502

Reeve Aleutian Airways

4700 International Airport Road
Anchorage, AK 99502

Trans States Airlines

dba U.S. Airways Express
9275 Genaire Drive
St. Louis, MO 63134

It's About Keeping in Touch With Us

Sending a letter to Alaska Airlines

Your comments mean a lot to us and we use them regularly to help shape the future of our company. That is why we are committed to responding to each and every customer letter as soon as possible and always within 60 days from the time we receive it. This gives us enough time to investigate your situation before responding.

Alaska Airlines

PO Box 68900

Seattle, WA 98168

Attention: Ray Prentice

To contact us via the internet:

www.alaskaair.com/help/contacts/html/email.stm

All of us at Alaska Airlines are proud of our long-standing commitment to providing top-notch service to our customers. This document is a statement about our award winning commitment. The policies and practices contained in this guide are applicable to air transportation on Alaska Airlines. Such transportation is subject to the conditions contained in our tariffs on file with the Department of Transportation and our ticket jacket. For contract terms, please see our tariffs and our ticket jacket.

It's About You It's About You It's About
It's About You



It's About You

